Attitudes and Behaviors Toward Disaster Preparedness

Prepared for the American Red Cross
July 20, 2004

WirthlinWorldwide’s National Quorum™ of 1,001 adult Americans over the age of 18. Field Dates: June 4 - 7, 2004
Margin of error ± 3.1 percentage points in 95 out of 100 cases. When applicable, data from previous tracking waves have been included.
What are some of the barriers or circumstances that explain why neither you nor another adult in your household have taken the initiative to receive specific information and/or training on how to prepare for a catastrophic disaster or other emergency situation?

- Don’t know where to go/Not available: 20%
- Not concerned/Not necessary: 19%
- Already feel prepared: 18%
- Too busy/No time: 17%
- Haven't thought/Don’t think about it: 15%
- DK/Refused: 8%

Only 22% of respondents took the initiative to receive specific information or training on disaster preparedness.

Base: 773 Adult Americans who have not taken initiative to receive specific information and/or training on how to prepare for catastrophe or other emergency situation; TOP SPECIFIC MENTIONS LISTED
There are many actions Americans can take to prepare for a catastrophic disaster. After I read each set of specific actions, please let me know, by saying YES or NO, if you or anyone in your household has done these things. Has anyone recently...

- Been certified in First Aid or CPR in the past 3 years % YES 47
- Been certified in First Aid or CPR in the past 12 months % YES 33
- Put together a disaster or emergency kit... three-day supply of food and water, a first aid kit with family's prescription medications, a battery-powered radio, a flashlight, and extra batteries % YES 42
- Created a family emergency plan... place where your family would meet if your neighborhood were evacuated and emergency contact information % YES 32
- Household has done all 3 % YES 11

Base: 1,001 Adult Americans
How important do you feel it is for all Americans to personally have taken steps to prepare for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack? Is it …

- **Very important**: 67%
- **Somewhat important**: 29%
- **TOTAL IMPORTANT**: 96%

- **Not too important**: 3%
- **Not at all important**: 1%
- **TOTAL NOT IMPORTANT**: 4%

*Base: 1,001 Adult Americans*
Americans Who See the Importance of Preparedness

• Within the following demographic variables, these Americans are more likely to indicate that it is *Very Important* to take steps to prepare for a catastrophic disaster like a terrorist attack.
  • Those with lower levels of education (some college or less: 72%) compared to those with higher levels of education (college & post grads: 53%).
  • Similarly, those with lower levels of annual household income are also more likely to identify with the importance of preparation.
    • Less than $30k (80% *Very Important*);
    • $30k to $60k (65% *Very Important*); and
    • Over $60k (53% *Very Important*).
  • Those who do not have Internet access (79%) compared to those who have Internet access (62%).
• Regionally, there is a correlation between the regions that are most likely to have disaster experience and percentage who feel it is *Very Important* to take steps to prepare for a catastrophic disaster like a terrorist attack. Residents of the West South Central (77%); East South Central (75%); South Atlantic (71%); Mid Atlantic (69%); Pacific (68%); and Mountain (66%) are more likely to indicate it is *Very Important* to take steps to prepare for a catastrophic disaster.
• African Americans & Hispanics (83%) are more likely to indicate it is *Very Important* to take steps to prepare for a catastrophic disaster than Caucasians (63%).
Now, thinking about you and your household, how prepared are you for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack? Would you say you are…

**TOTAL PREPARED**
- Very prepared: 22%
- Somewhat prepared: 58%

**TOTAL NOT PREPARED**
- Not too prepared: 15%
- Not at all prepared: 5%

**Base: 1,001 Adult Americans**
Least & Most Prepared Americans

• Americans **least** prepared for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack are more likely to be:
  • Earning less than $15,000 (44%);  
  • West South Central (35%);  
  • Age 35 or younger (28%);  
  • Single (28%); and  
  • Those who do not have access to the Internet (27%).

• Americans **most** prepared for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack are more likely to be:
  • Those who have prepared a disaster kit (40%);  
  • Those who have a family emergency plan (39%);  
  • Those who have taken the initiative to get information about how to prepare for a catastrophic disaster in the past 12 months (33%);  
  • Males 55 + (33%);  
  • Residents of the Mid Atlantic (31%) or Pacific (28%) regions;  
  • Those who have a member in their household who is certified in First Aid or CPR in the past 3 years (27%); and  
  • Married with children (27%).
School or Day-care Provided Information Regarding its Disaster or Emergency Planning

Has your child’s school or daycare provided you with specific information regarding its disaster or emergency plan?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
<th>August 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL YES</td>
<td>51%</td>
<td>45%</td>
</tr>
<tr>
<td>Yes, all the schools or daycares have provided disaster or emergency plan information</td>
<td>37%</td>
<td>N/A</td>
</tr>
<tr>
<td>Yes, at least one of the schools or daycares has provided information</td>
<td>14%</td>
<td>N/A</td>
</tr>
<tr>
<td>No, none of the schools or daycares have provided information</td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td>Don’t Know/Refused</td>
<td>3%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Base: 316 Adult Americans with school-age children living at home
Employer Provided Information Regarding its Disaster or Emergency Planning

Have you received specific information and/or training from your employer regarding the disaster or emergency plan at your place of work?

- Yes: 48% (Jun-04), 55% (Aug-03)
- No: 51% (Jun-04), 44% (Aug-03)
- DK/Ref: 1% (Jun-04), 1% (Aug-03)

2004 Base: 625 Employed Adult Americans
2003 Base: 608 Employed Adult Americans
I am now going to read you a few statements about preparedness. After I read each one, please tell me if you agree or disagree with each statement. The first/next is …

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total Agree</th>
<th>Strongly Agree</th>
<th>Total Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>When all Americans are prepared for all types of disasters, it strengthens our national security</td>
<td>84</td>
<td>58</td>
<td>16</td>
</tr>
<tr>
<td>If someone could make it easy for me to be prepared, I'll do it</td>
<td>82</td>
<td>53</td>
<td>17</td>
</tr>
<tr>
<td>I feel that if my household were currently prepared for a natural disaster such as an earthquake or hurricane, we would also be prepared for any other type of catastrophic disaster, including a terrorist attack</td>
<td>65</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>Since it's impossible to predict exactly what will happen in a catastrophic disaster, it's impossible to figure out exactly what I should do to prepare</td>
<td>56</td>
<td>22</td>
<td>44</td>
</tr>
<tr>
<td>It is very unlikely that a catastrophic disaster would occur where I live</td>
<td>40</td>
<td>21</td>
<td>59</td>
</tr>
<tr>
<td>If a catastrophic disaster happened, my small steps to prepare would not really help</td>
<td>36</td>
<td>14</td>
<td>62</td>
</tr>
</tbody>
</table>

Base: 1,001 Adult Americans (Each statement was asked roughly of one-half of all respondents)